2010 ACUI Region 12 Conference

GRAPHIC DESIGN COMPETITION

# Planning notes:

1. Is there a budget? What would we need to budget for?
2. Calendaring for Submissions:

*Submission Deadline – September 17, 2010*

*Reminder for Submissions – September 10, 2010*

*E-mail contacts reminder – September 3, 2010*

*Postcard information - ??*

1. Survey said that 76% of respondents DID NOT participate; however between eight and ten different institutions did participate.
2. Marketing & Promoting the Competition

*(Press release “blurb” for all of the conference newsletters, social media, etc…)*

1. Submission formats, forms and deadlines

(will require digital submissions, in addition to a print copy, need a file dump site )

1. Judging categories

(add “Promotional/Ad Campaign” under the print category and “Other Media” under web to include video possibly)

1. Judges

( I have some contacts around Texas who work for/own design firms that I would like to solicit as judges. I think this would benefit both the judge and the competition as the judge would have the opportunity to recruit talent from the region and the designers would be able to say that they were judged by a designer from “X” design firm.)

1. Awards

(This competition has traditionally not had tangible awards, I think we should at least try to get something, even if it is a subscription to CA, CMYK or a gift certificate to IStock or Veer. Solicit judges, sponsors even?)

1. Display of entries/winners and the Awards program during the conference (consolidating digital entries onto a PowerPoint or photo gallery that will run during Awards)